



# West Falls Church

RETAIL STOREFRONT + SIGNAGE  
DESIGN GUIDELINES



LandDesign

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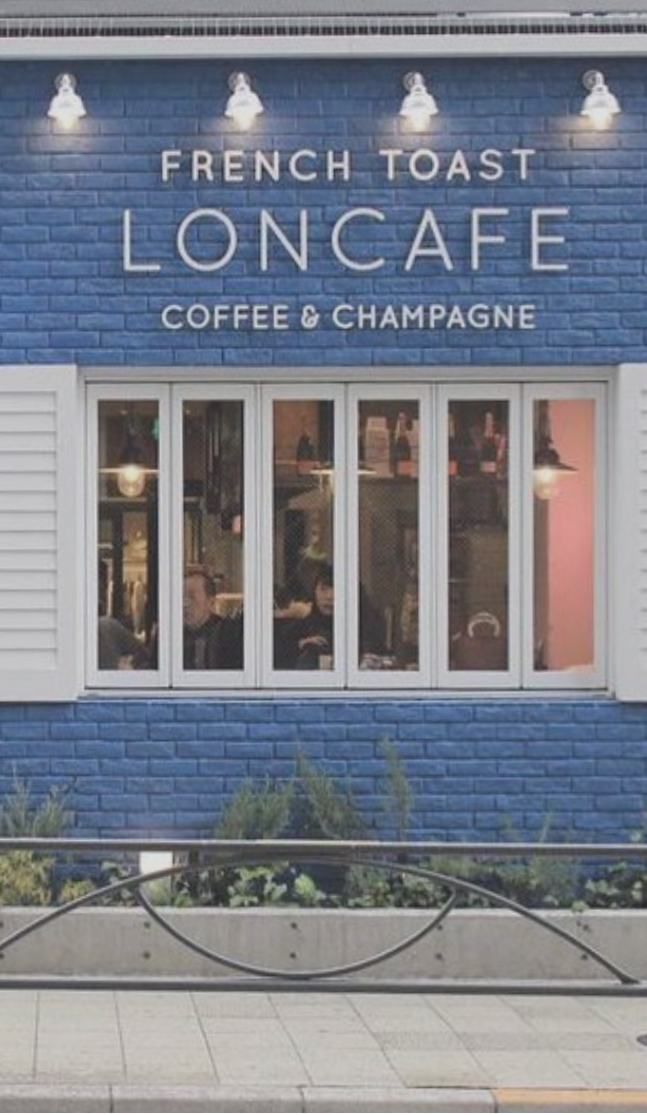
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# INTRODUCTION

A key component in creating a successful retail environment are the storefront designs. Successful places encourage retail tenants to promote their brand through the storefront design AND provide limitations on a tenant's abilities to design their own façade. This is more important in urban mixed-use setting than in traditional shopping centers. In order to ensure the retail environment is engaging, unique and well detailed, the Storefront Design Guidelines play a role in establishing a "design guide" that gives the Owner authority in approving tenant storefronts and signage.

The Project will become the home of dozens of retailers and eateries. The commercial environment will contribute to the vibrancy of the entire district through an experiential blend of storefront retail expression, along with a highly amenitized streetscape. The storefront guidelines provide necessary standards to create a high-quality and diverse ground floor interface with the public realm.

Note: All diagrams in these guidelines are intended to show the extent and character of retail storefronts. They are not intended to be representative of any specific Tenants or retail categories. All images are for illustrative purposes only.





# RETAIL STOREFRONT CRITERIA (general)

## INTRODUCTION

Retail storefronts have evolved over the years from something purely utilitarian to become an extension of the Tenant’s brand and identity. To this end, storefronts and signage should instantaneously project the nature of the retailer to a passersby. A comprehensive storefront and signage design is an opportunity for Tenants to stretch their creative minds and draw customers into their store or restaurant from the streetscape. Regardless of the number of locations a Tenants has opened, each location should be unique and have something to offer back to the neighborhood.

Individual retail expression at the Project will vary by Tenant, all following these guidelines. Tenants are encouraged to express their brand creatively by using these guidelines to propose custom storefront designs and identity graphics. The intent of these guidelines is to maintain flexibility in design, allowing the Tenant to communicate its brand effectively.

Each storefront can showcase a primary element that dictates the overall design, such as a unique doorway, stimulating materials, and one-of-a-kind signage. All the primary elements should be reinforced by secondary storefront elements, supporting the overall design and brand of each Tenant. Secondary elements include thoughtful, unique, and delightful details, dynamic window displays, and an inviting entryway into the space.

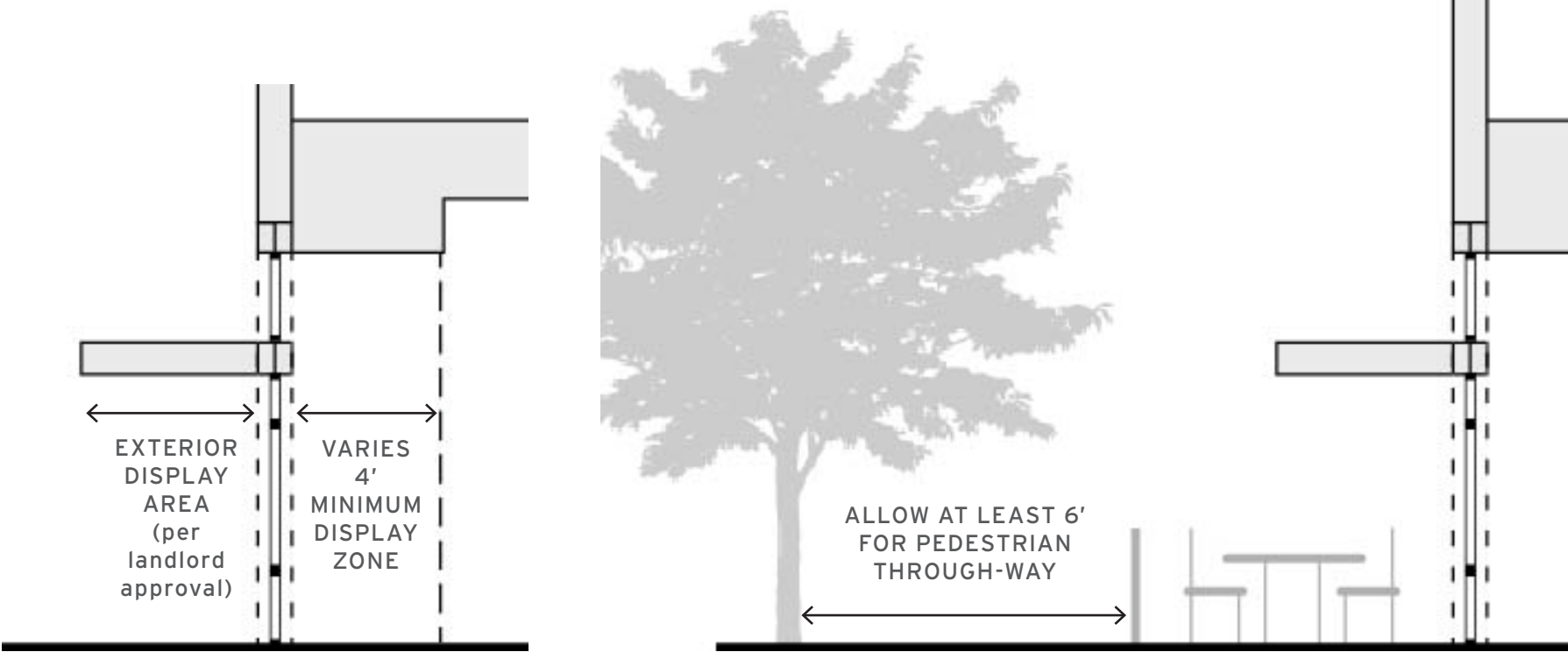
## VISION

The Project retail storefronts should respond positively to the architectural context it inhabits, either through harmony or contrast. In order to accomplish a well thought-out and delivered storefront, the overall composition must be kept in mind. In other words, a holistic approach to the storefront and signage design to creativity and effectively express the Tenant brand and identity.





# STOREFRONT ZONE DEFINITIONS (display + activity / restaurant zones)



## DISPLAY ZONE

The display zone is the space between the storefront and the pedestrian zone. The display zone goes through the front of the store immediately behind the storefront windows, extending a minimum of four feet (4'-0") into the Tenant space. This area includes elements of the building wall at the front of the store (the building wall structure, entrance/doors, storefront windows, awnings/canopies, and external lighting elements).

- Storefront displays shall always be well-lit and be made of high-quality materials.
- The use of movable sidewalk displays is permitted per Landlord approval provided that at least six feet (6'-0") of clear pedestrian through-way is allowed.
- Banners hung behind the glass should be well lit and should not cover more than twenty percent (20%) of the storefront windows.

## ACTIVITY + RESTAURANT ZONE

The activity + restaurant zone is the area on the sidewalk directly in front of the building face. This space has no minimum or maximum extension so long as six feet (6'-0") is left clear for sidewalk.

- Activity + restaurant zones shall allow at least six feet (6'-0") of clear pedestrian through-way between the pedestrian zone and the planting zone.
- Fencing/corrals shall be no taller than three feet (3'-0") used to separate the restaurant zone from the pedestrian through-way. Fencing/corrals may be a municipal requirement in the case of serving of alcoholic beverages. Generally, creative barriers (in lieu of fencing) are preferred - such as continuous movable planters.





# STOREFRONT ENVELOPE

NOTE:  
THIS IS AN  
ILLUSTRATIVE  
& DOES NOT  
REFLECT ALL  
POTENTIAL  
STOREFRONT  
DESIGNS.



## IN GENERAL

All storefront elements must be contained within the envelope shown in diagram above, except for certain types of signage and shading devices.

Tenants are encouraged to enhance the public space at their storefronts with benches, planters, flower boxes, artwork, bay windows, creative signage, awnings, banners, and merchandising displays.

Stores that have secondary frontage facing side streets should include primary identity signage and window graphics on these secondary frontages. Blank walls or opaque or fully covered windows are strongly discouraged. Blinds are allowed for sun.

## PRIMARY STOREFRONT ZONE

Contains primary design elements, such as windows, doors, bases, canopies/awnings with graphics, and signage as outlined in guideline. Signage shall not cover more than twenty percent (20%) of the storefront windows.

## SECONDARY STOREFRONT ZONE

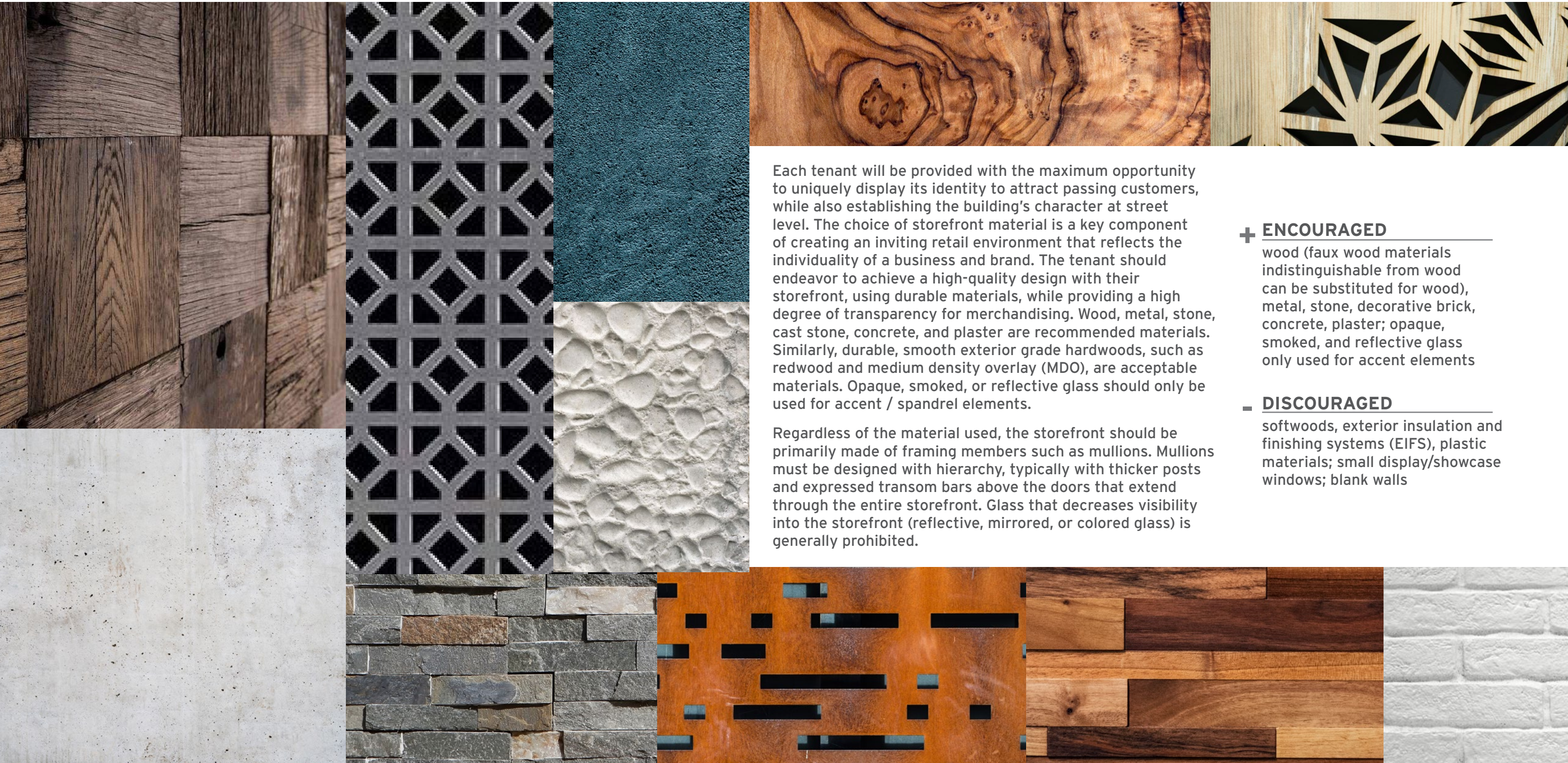
May contain secondary design elements, such as primary identity signage, wall signage, projecting signage, wall graphics, panels, and spandrels as outlined in this guideline. Amount of coverage by signage and panels in this zone subject to Landlord approval.

NOTE: All secondary design elements attaching to Landlord's structure may need additional engineering review and Landlord approval. Review by LL Engineer at Tenant's expense.





# MATERIALS (general)



Each tenant will be provided with the maximum opportunity to uniquely display its identity to attract passing customers, while also establishing the building's character at street level. The choice of storefront material is a key component of creating an inviting retail environment that reflects the individuality of a business and brand. The tenant should endeavor to achieve a high-quality design with their storefront, using durable materials, while providing a high degree of transparency for merchandising. Wood, metal, stone, cast stone, concrete, and plaster are recommended materials. Similarly, durable, smooth exterior grade hardwoods, such as redwood and medium density overlay (MDO), are acceptable materials. Opaque, smoked, or reflective glass should only be used for accent / spandrel elements.

Regardless of the material used, the storefront should be primarily made of framing members such as mullions. Mullions must be designed with hierarchy, typically with thicker posts and expressed transom bars above the doors that extend through the entire storefront. Glass that decreases visibility into the storefront (reflective, mirrored, or colored glass) is generally prohibited.

- + ENCOURAGED**  
wood (faux wood materials indistinguishable from wood can be substituted for wood), metal, stone, decorative brick, concrete, plaster; opaque, smoked, and reflective glass only used for accent elements
- DISCOURAGED**  
softwoods, exterior insulation and finishing systems (EIFS), plastic materials; small display/showcase windows; blank walls



# THE STOREFRONT display zone: windows



Storefront windows are a Tenant's primary means of marketing to passing pedestrians and cars. The display of products and services adds visual variety, light, and color to the streetscape. Storefronts should be at minimum sixty percent (60%) window, as measured horizontally at 4'-6" above grade. This number can be reduced for jewelry shops, or other businesses with significant security concerns, all under the discretion of the Landlord. Low-E rated glass should be used for energy conservation, as well as to minimize discoloration of merchandise.

Creative solutions for restaurant windows are encouraged, such as ledges for seating both inside and out or garage doors rolling open to create more room. Floor to ceiling glass doors are also permitted, depending on Landlord's approval.

Glass tinting or any other application that decreases visibility will require the Landlord's written approval. Anything that will turn the storefront opaque is prohibited.



# THE STOREFRONT display zone: panels



As retail demising varies block-to-block, storefront glazing may be replaced in certain areas with a solid material or materials to accentuate entries or conceal Tenant demising walls.

- Vertical elements may be used to break up large areas of storefront glazing and may occur at the edges of a storefront to frame the windows or provide a complementary material within a group of windows.
- Panels within the primary storefront zone may not cover more than twenty percent (20%) of storefront windows.
- Vertical storefront panels may provide opportunities for the location of secondary storefront signage.
- Amount of coverage by panels within the secondary storefront zone depends on Landlord approval.
- Storefront panels may be a vertical continuation of the storefront base or may introduce contrasting or complementary materials.
- All vertical storefront materials should be compatible with, and complementary to, the overall storefront design.



# THE STOREFRONT display zone: awnings + canopies



Awnings and Canopies are any structure made of cloth, metal, or plastic on a frame attached to a building facade and projecting outward. They are used to protect shoppers, outdoor seating, and merchandise from the elements. They tell customers where the entrance is located, provide another surface for marketing and branding, and provide shelter for pedestrians and diners below.

Where the Landlord has not already built canopies or awnings above a tenant's storefront, the Tenant is may provide awnings and canopies above their storefront, with approval by the Landlord. Not every Tenant will be allowed and awning and/or canopy, depending on what neighboring Tenants have. This is to ensure variety.

Materials must be durable and fire/fade resistant. Awnings should be made with metals panels or treated canvas on a metal structure with a suitably attractive finish Canopies should be constructed using metal, glass, or treated wood. Creativity and variety is highly encouraged in designs.

- Projection of five feet (5'-0") over display zone for retail and max ten feet (10'-0") for restaurant, ensuring the projection is eight feet (8'-0") away from curb.
- Should be designed to enhance the architectural style of the storefront.
- Can be retractable to allow for flexibility.
- May extend over neutral piers but must be structurally supported and attached only within the primary storefront zone with steel cable support where applicable.
- Roof materials should be lightweight and may be transparent or translucent.
- Shall be designed to accommodate water drainage away from the base-building.
- Down-lighting in restaurant locations is encouraged.



# THE STOREFRONT display zone: pop-out + recessed zones



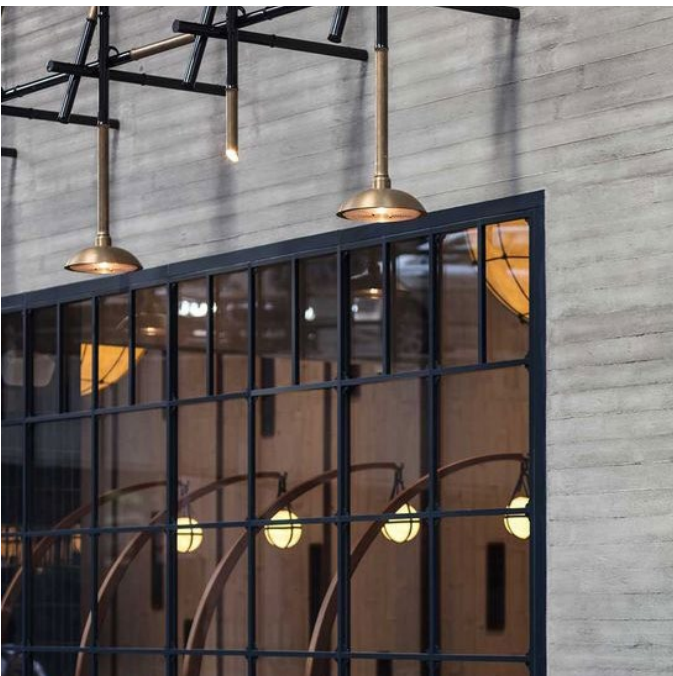
Storefronts may include projections no more than two feet (2'-0") from the Tenant's lease line unless otherwise approved by Landlord. Recessed areas have no limits. With this, Tenants may be allowed to "push" or "extend" their storefronts beyond the designated sidewalk merchandising zone within the "Display Zone" not to extend into the Public Right-of-Way.

Recessed doors are encouraged because of their sheltering benefits and the variety they bring to the streetscape. The storefront plan can move in and out along the sidewalk up to two feet (2'-0") behind the lease line.

- In no case will the storefront projection inhibit a clear pedestrian pathway.
- Recessed entry floors must match existing sidewalk materials or be of a unique, high quality material that is consistent with the Tenant's design.
- To avoid a line of repetitive pop-out and recessed zones, the Landlord reserves the right to make the final determination of the use and location of pop-outs and recessed zones. To that end, Tenants should keep in mind adjacent, existing storefronts when designing their own.



# THE STOREFRONT display zone: lighting



Building lighting is instrumental in the activation and success of a streetscape. Building lighting is used for the illumination of the building façade, architectural embellishments, storefronts, signs, landscaping associated with store, and building entrances. Used appropriately, lighting can articulate the streetscape in a unique and creative way while also providing for a sense of security after nightfall.

- Tenants are required to keep the front five feet (5'-0") of the interior of the store lit at all times (24/7).
- Light fixtures used for Storefront Lighting should be appropriately scaled to the building façade. They are to be concealed or shielded with diffusers or refractors to avoid glare towards pedestrians, vehicles, building interiors, or the sky.
- Luminaries are to be frosted, translucent, or glare-free. Unshielded bulbs (in the form of "candles" inside a pendant or lantern type fixture, where approved, may have up to a maximum rating of 15 watts).
- Fixtures used for illumination of architectural features should not project direct lighting beyond intended elements. Visible bulbs, colored bulbs, blinking or flashing lights (except as used for seasonal ornamentation), floodlighting, high intensity discharge lighting, or fluorescent lighting, are all prohibited. Neon lighting is not allowed in storefront window display.
- Gooseneck fixtures, sconces, pendants, lanterns, or low-wattage accent spotlights that are traditionally styled or contemporary styled fixtures in traditional form are encouraged. Storefront façades and recessed doorways must always be lit, or as directed by the Landlord.

## Types of Signage Lighting Permitted:

- Reserve Channel Letters (Halo)
- Front Illuminated Letters or Placards
- Open Channel Letters with Linear Lighting
- Internally Illuminated Channel Letters



# THE STOREFRONT activity + restaurant zone: retail



The Activity + Restaurant Zone is an area of the sidewalk directly in front of the storefront that Tenants can use for further marketing / merchandising beyond the envelope of the building. Tenants can use this area to “beautify” their shop with flower boxes and add benches to encourage pedestrians to pause in front of the store.

- Semi-permanent objects such as ground signs and seating are permitted in this area.
- Tenants are encouraged to utilize and maintain potted plantings along their storefront, particularly in front of building piers.
- Tenants design must be coordinated with any Landlord to installed site amenities within the Storefront Activity + Restaurant Zone.
- If the Tenant wishes to install additional lighting on façade piers, the Landlord will specify the fixtures based on the character of the building or approve Tenant-recommended fixture.



# THE STOREFRONT activity + restaurant zone: restaurant



The Activity + Restaurant Zone is especially important for restaurant Tenants because it creates an outdoor environment for dining, something that adds life to the streetscape. This outdoor dining experience is strongly encouraged.

- Exterior seating and tables are permitted and encouraged for dining and the Tenant may provide their own flooring finish within their exterior seating area that is unique and resilient. The flooring must comply with local codes regarding accessibility and slip resistance and must drain towards a Landlord-provided drain.
- Local codes may require the use of a railing in conjunction with alcohol service. Movable and permanent railing systems are both allowed. Tenants are encouraged to utilize creative ways to keep restaurants from pedestrian level. Such as: flooring be separated by level change, screening, fencing, corrals, or planters. Screening, fencing, and corrals can be no taller than three feet (3'-0") and can serve as secondary signage for the Tenant. Exterior restaurant seating areas may have posts at their perimeter railing to support deeper protective awnings or canopies.
- Umbrellas and/or extra-large awnings extending from the building are permitted, once confirmed by a structural engineer.
- The use of added lighting or radiant heating elements are encouraged, but the design of specific fixtures and/or appliances must also be approved by the Landlord. Exterior dining areas in this zone cannot be permanently enclosed and conditioned.



# RETAIL SIGNAGE CRITERIA (general)

The Project, with its significant amount of retail, will encourage a wide variety of signs through which Tenants can express their unique brand identity. The Landlord encourages imagination and creativity on the part of the Tenants, their architects, and their designers.

To ensure a consistent level of quality, the Landlord requires signage to maintain certain standards regarding design and construction. All tenant signage in the Storefront Display Zone and Storefront Activity + Restaurant Zone, regardless of size, is subject to approval by the Landlord. Lighting should clearly illuminate signage during evening hours but be mindful of glare and reflection off adjacent surfaces. These guidelines address a wide variety of allowable sign types, including, but not limited to, building identification, ancillary and directional signs.

## ILLUMINATION

Signage is intended to capture the customer’s attention; therefore, it is recommended that the design of the signs take daytime and nighttime visibility considerations into account to enhance recognition. No internally illuminated box-type back-lit acrylic sheet, injection molded plastic, nor formed plastic signs will be permitted in any location. Signs may incorporate external lighting into the design in addition to illumination from within the store. Illuminated and non-illuminated building signs must be located at least eight feet (8’- 0”) from the face of any curb at an adjacent street or private drive. All types of electrical hardware, wiring, or equipment such as transformers, cabinets, etc., shall be concealed inside Tenant spaces.

Power supply infrastructure such as transformers, conduit, tubing, raceway and wiring shall not be exposed to view.

## MATERIALS & METHODS AND DESIGN

The Tenant is responsible for the design, construction, installation, and maintenance of all their signage.



Note: All signage is design is subject to approval by Landlord. To the extent special signage is proposed that may not fit within these requirements due to its unique, creative, and high-quality design, exemptions may be made subject to the approval of the Landlord and the Director of Planning.



# RETAIL SIGNAGE CRITERIA (general)

## GENERAL SIGNAGE CRITERIA

The area of a sign is calculated as “the entire are within a continuous perimeter formed by straight lines joined at right angles, which encloses the extreme limits of writing, background, representation and other sign information. Such perimeter shall not include any structural elements, other than the background, which are not an integral part of the display. For the purpose of computing the allowable sign area of a double-faced sign, only one face shall be considered.”

- Article Vi. Signs; Division 1. Generally; Sec. 48-1238. Definitions of the Falls Church, Va Code of Ordinances

## RECOMMENDATIONS

- Storefronts should be designed to allow for maximum flexibility in the location and number of Tenant signs. In ideal circumstances, a sign may be located anywhere within the retail storefront zone or other areas designated by the Landlord. An example would be a Tenant with awning signage, blade signage, and window sign. The number of signage and location will not count against Tenant so long as they are in alignment with the following guidelines and are within in their brand.
- Tenants may use their allowed signage on one sign or a combination of signs the total area of which is less than or equal to their allowed signage area. Signage may not cover more than twenty percent (20%) of the storefront windows in the primary storefront zone. Additional allowances for signage in the secondary storefront zone will be provided.
- A Tenant may install signage on any exterior façade adjacent to the space that it occupies; however, Tenants are encouraged to prioritize signage placement on façades that include customer entrances.
- Tenants may install more than one sign on any façade.
- All Tenant signage should be compatible with, and complementary to, the overall storefront design.
- Brand identities, wordmarks, logos and icons of the retailer are permitted on any signage type herein.
- Signs within the Activity + Restaurant Zone will be permitted.



## RESTRICTIONS

- Signs may be attached only to storefronts, canopies, and areas of the base building approved by the Landlord.
- Signs utilizing paper or cardboard behind storefront glazing will not be permitted.
- A sign must not be shaped like a traffic sign or traffic signal, be illuminated in a pattern or lighting combination that resembles a traffic signal, use wording similar to traffic signals, or otherwise interfere with traffic safety.
- A sign must not contain or be illuminated by flashing, revolving, or intermittent lights, or lights of changing intensity.
- A sign lighting must illuminate the sign and not illuminate pedestrian pathway or the sky.
- A sign must not be wind activated or have moving parts.
- Signs may not have any moving or rotating parts or giving the illusion of motion or flashing lights unless displaying time, date, and/or temperature.

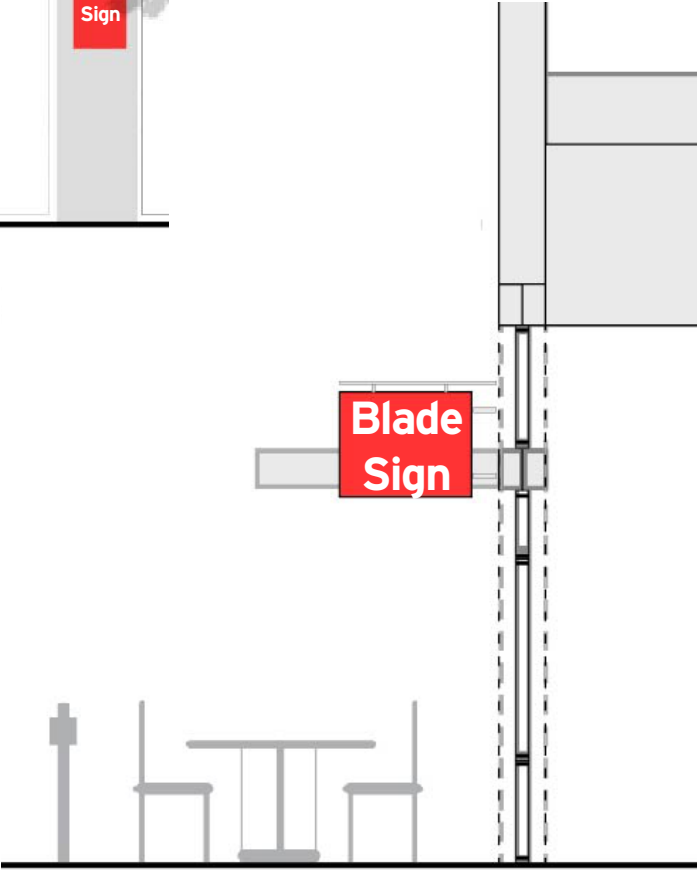


# RETAIL SIGNAGE DEFINITIONS



## STOREFRONT SIGNAGE LOCATIONS

The diagrams on this page show the general locations of different kinds of signage identified by the Guidelines. Multiple kinds of signage can be used simultaneously, of course, but the overall composition shall be made from complementary elements that come together in an overall design that reinforces the Tenant’s brand.





# RETAIL SIGNAGE identity signage

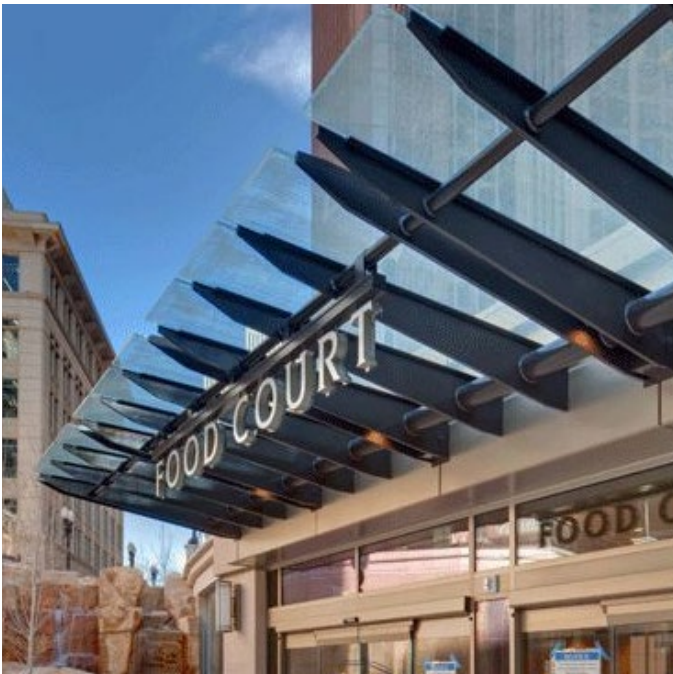


Primary Identity Signage will typically be the primary identification for retail Tenants and should be mounted on the upper portion of the storefront within the primary or secondary (see next page) storefront zones or behind the glass. These signs may consist of individual letters or a panel with graphics and letters. They should be easy to read, of appropriate size and typeface, and include the Tenant's name and/or logo. They should be made of high-quality materials that can withstand all weather conditions.

Signs typically mounted or displayed in the secondary storefront zones are the secondary identity signage. These signs still follow the criteria of the primary identity signage. They are not required and are used to further develop and showcase Tenant brand and identity.



# RETAIL SIGNAGE projecting blade signage



Projecting blade signs are affixed perpendicularly to the storefront and are highly visible to pedestrians. These signs are typically a secondary form of identification for a retail Tenant, but in some cases they may be the primary identity sign. They should be easily read and of appropriate size. They can be either text or graphically focused. They should be made of high-quality materials that can withstand all weather conditions.

The maximum allowable size for any blade sign is twenty-five square feet (25 sf) with exceptions for restaurants and retailers with over ten thousand square feet (10,000 sf) in leasable area.

Suspended canopy signs can be used in places where metal sidewalk canopies or colonnades are provided as part of the overall building design. Tenants may suspend signs from the ceiling of the canopy or colonnade. These signs shall conform to the standards of Blade Signs.

Vertical corner signs are permitted at the corners of buildings. They may project perpendicular from one side of the Building or at a 45-degree angle to the corner. Vertical signs may be lit with projecting lights and surface exposed neon is encouraged.

- Vertical corner signs shall be mounted a minimum of ten feet (10'-0") in height from the sidewalk, measured to the bottom of the sign. Vertical signs are allowed below ten feet (10'-0") with landlord approval. The height of the sign shall not exceed the first-story wall height. Vertical corner signs shall be mounted twelve inches (12") maximum away from the exterior face of the Building and shall be a maximum of three feet (3'-0") wide.
- Vertical signs shall communicate signage intent from both sides. Projections may occur as spheres, boxes, cylinders or any other three-dimensional combination of shapes and objects.



# RETAIL SIGNAGE canopy/awning signage



Signage may be painted either on the fringe of an awning or in the center of the body of the awning. Awning signs shall be painted, heat pressed, or silk screened directly on canvas. Signs that occupy the fringe of the awning may occupy ninety percent (90%) of the height and width of the fringe.

Text must be of a size and color that provides enough contrast with other storefront design elements to ensure readability. These signs must be permanently affixed to the canopy and be architecturally designed and fastened. All methods of attachment must be concealed from view or designed as an integrated detail to the signs. Canopy top signage can only appear on top of canopies provided as part of the building architecture and can include box-type letters infilled with neon or other exposed-bulb lighting.

- The length of an canopy/awning sign shall not exceed seventy-five percent (75%) of the overall length of the canopy/awning. The height shall not exceed eighty percent (80%) of the height of the canopy/awning. Minimal artistic flourishes do not count toward total sign percentage.
- Graphic striping, patterns, or color bands on the face of a building, canopy, marquee, or architectural projection is not included when computing sign copy area.
- The copy area of awning signs must not exceed an area equal to twenty-five percent (25%) of the background area of the awning. A graphic element may exceed twenty-five percent (25%) of the awning area.
- Text should be at least ten inches (10") high to insure legibility, but no more than twenty-four to thirty inches (24"-30") tall on an awning.
- The lettering on canopy can be two-point-five (2.5) times the height of the canopy edge.

NOTE: Large retail stores over ten-thousand square feet (10,000 sf) may be permitted larger lettering heights for all these signage types per Landlord approval.



# RETAIL SIGNAGE wall signage



Wall signage may consist of individual letters or a panel with graphics and letters. These signs will typically be a secondary means of identification for retail Tenants. They should be easily read, of appropriate size and typeface, and include the store's name and/or logo. They should be made of high-quality materials that can withstand all weather conditions.

Building wraps and films are allowed if approved in writing by the Landlord and provided as a subordinated architectural element of the overall identity for the tenant or building. No wrap or film shall be used to subordinate architectural elements like piers, spandrels, bays - or even façades - to a specific Tenant's brand.

The maximum allowable size for any wall-mounted sign panel is one hundred square feet (100 Sf), unless Landlord has given approval for something larger.

## Types of Wall Signs:

- Spandrel Sign
- Band Sign
- Board Sign
- Entrance Plaques
- Painted Wall Sign
- Building Films & Wraps



# RETAIL SIGNAGE wall signage

More details on three types of wall signs:



## SPANDREL SIGN

Spandrel signs should be designed for visibility both in day and night. Tenants have flexibility in the design of the Spandrel Sign, which can include: individual letters mounted to the façade and halo lit, thin LED side lit, partially side lit or face lit letters/logos, two-dimensional, three-dimensional and open channel lettering, a panel with affixed lettering and graphics, or other creative solutions. They are to be mounted on the spandrel above the Tenant’s awning or canopy. Spandrel Signs are limited to one sign per tenant per façade, centered or otherwise vertically aligned in the spandrel, no wider than twenty eight feet (28’-0”) or two feet (2’-0”) narrower than the storefront below, whichever is less, unless otherwise approved by the Landlord.

## BAND SIGN

The band sign consists of a band of lettering across the entire width of the Building. If lit, band signs shall be front-lit. Band signs shall be a maximum of thirty-six inches (36”) tall and the bottom of the band sign shall not be installed less than ten feet (10’-0”) above the sidewalk.

## BOARD SIGN

The board sign consists of painted or vinyl graphics on a signboard attached flush with the building wall. The sign must be front lit from external lighting. The square footage for all board signs shall be limited to the street frontage of the tenant multiplied by one-point-five (1.5). For example, a thirty-foot (30’-0”) tenant space would be allowed forty-five square feet (45 sf) of total board signs.

- If the bottom of the sign is less than nine feet (9’-0”) above the ground, the single board sign shall not be larger than seven square feet (7 sf).
- If between nine feet and one inch (9’-1”) and fourteen feet (14’-0”), board signs shall not be larger than nine square feet (9 sf).
- If higher than fourteen feet and one inch (14’-1”) above the ground, board signs shall not be larger than fourteen square feet (14 sf).



# RETAIL SIGNAGE ground signage & window signage



Sculptural and A-frame “sandwich” sign boards must be constructed of durable materials with two, flat faces. Signs can be permanently inscribed on both faces of the sign or change daily with handwritten/hand drawn designs and/or changeable lettering. One sandwich/A-frame sign is allowed per business and may only be displayed when business is in open.

Window signs include applied window signs, suspended signs, and any signage visible at the storefront windows. Window signs should not be mounted on opaque signboards. No paper, vinyl, plastic or poster board signs shall be taped or otherwise applied to the glass. Storefront graphics should complement the overall storefront design and not overtake it. Signs may not be affixed with tape or other temporary means to the exterior nor to the interior of the glass surfaces.



# PROJECT & BUILDING SIGNAGE CRITERIA (general)

## INTRODUCTION & VISION

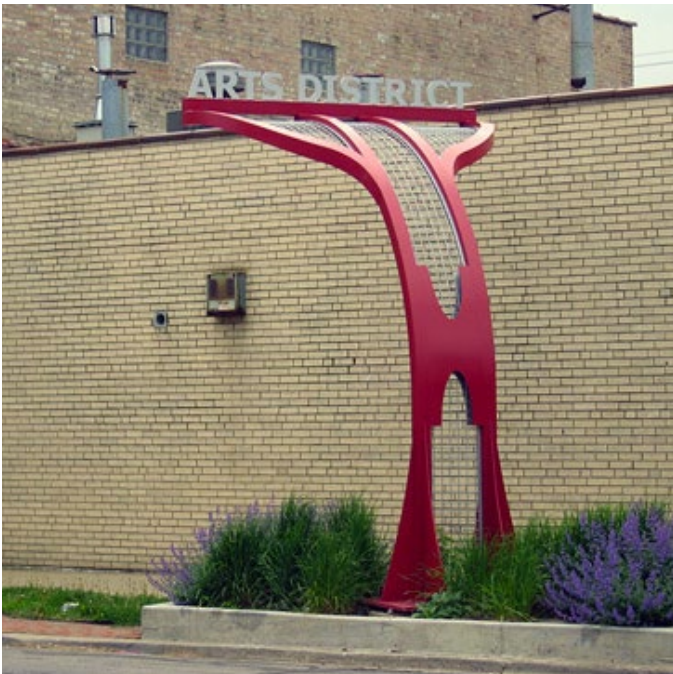
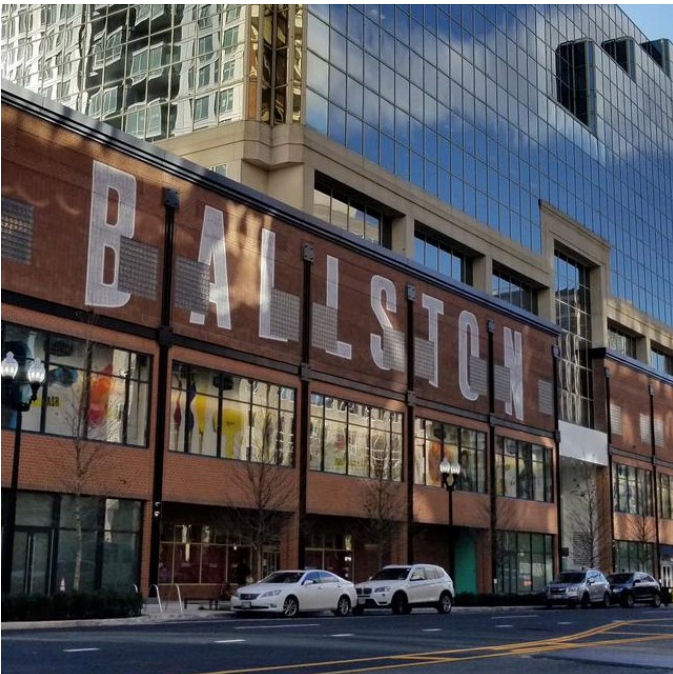
Project and building signage is an extension of the project’s brand and identity. The signs are wayfinding to the site and while you’re there, you know what to expect. The vision is to create a holistic branded experience for the Project, creating a vision of community.

The overall project signage is found only along Route 7 and Haycock Road at locations people enter the Project. Building signage is used to identify and brand the individual buildings within the Project while still adhering to the brand and vision for the overall Project.





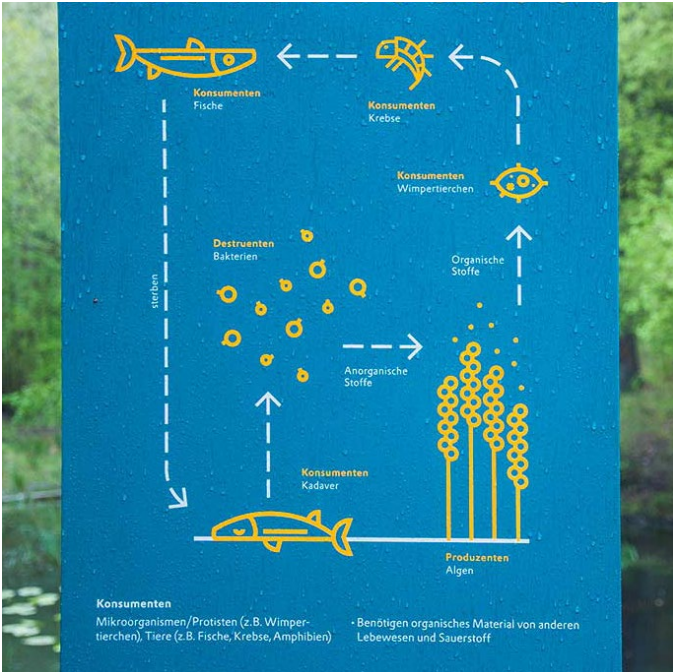
# PROJECT SIGNAGE project identity



Project Signage is used for branding and identity for the overall project. There will be a total of two (2) project signs: one at entrance along Route 7 and one along Haycock Road.



# PROJECT SIGNAGE wayfinding & interpretive signage

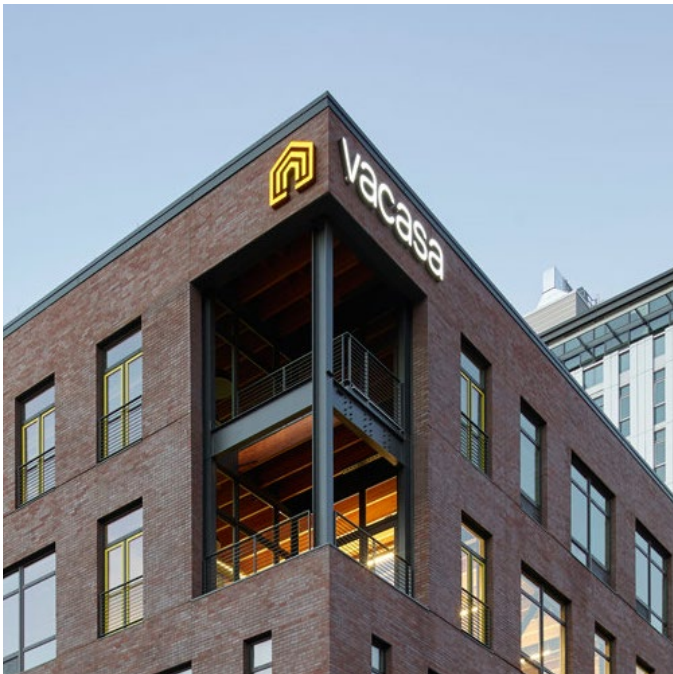


Interpretive signage around the Project communicates the meanings and relationships to the natural cycles happening on the site. This includes water systems and potentially others such as music and/or cultural history of the site.

Wayfinding can be seen as 'spatial problem solving' and is for pedestrians, vehicular traffic, cyclists, and more. Wayfinding can be a variety of things such as: artwork, banner signs on light posts, in ground pavement markers, etc. These signs will be an extension of the branding and identity of the Project.



# BUILDING SIGNAGE primary & secondary building signage



Primary Building Signage is used to identify the building for wayfinding and branding purposes. Secondary Building Signage is allowed only on office buildings intended to highlight office tenants. Following B-2 Code: Sec. 48-1269.



# BUILDING SIGNAGE directory signage & building plaque



- One exterior directory allowed per building entrance and must not exceed six square feet (6 sf).
- Building directory to be on building and not a freestanding sign.
- One residential identification plaque is allowed per building entrance and must not exceed one and a half square feet (1 1/2 sf) in area.